# Media Relations

# Pitching PSAs for the Campaign for Mental Health Recovery

#### Part 2

Bob Carolla National Alliance on Mental Illness



# Media Lists

#### Research

- Directories and libraries
  - Bacon's
  - www.newspapers.com
  - www.radio-locator.com
- Local media Web sites
- Mastheads (print)
- Call switchboard

### Media Lists

- Organization name
- Name & title
- Email address
- Telephone number
- Fax
- Postal address
- Set up email groups (list servs)
- Use single group name; e.g., <u>psa@wxyz.com</u>
- Print copies; worksheets

# Sample Media Lists

# LUBBOCK, TEXAS Population: 250,000

#### **Print**

Lubbock Avalanche Journal
Daily Toreador (Texas Tech University)
El Editor (weekly)
Southwest Digest (weekly)
South Plains Catholic (monthly)

#### **Radio**

KZBO-AM	KLLL-AM
KCLR-AM	KZIL-FM
KTMX-FM	KZLK-FM
KFYO-AM	KMMX-FM
KJAK-FM	KONE-FM
KKAM	KQBR-FM
KKCL-FM	KRFE-FM
KFLB-AM	KTXT-FM

#### **Television**

KCBD-TV	KLBK-TV
KGLR-TV	KTXT-TV
KVTV	KUPT-TV

# Media Lists



### Web Site Search

#### **KONE-FM**

www.cr101.com

#### **Search: Contact Us**

*If you feel the need to speak to us...* 

Email us at info@rock101.fm or

Call Sean Dillon at 806-762-3000

To:

Your Name:

Your E-Mail Address:

City you live in:

Your Comments:

# Media List-Complete Entry

#### **KONE-FM**

Scott Harris

General Manager

33 Briercroft Office Park

Lubbock, TX 79412-3020

**Phone:** (806) 762-3000

Fax Number: (806) 770-5363

**Email: ???** 

# Pitching Tools & Sequence

- Letter
- Email
- Phone
- Meeting
- Thank You
- Keep them informed

Advance notice: 1-3 months; plan a timeline

# **Coalitions**

- Organize in advance
- Single point person—by project or media outlet
- Use personal contacts
- List of organizations in letter or email
- Diversity—community
- Doctors or hospitals

# Timing--Events

### Connect PSAs to events and timeframes

- Mental Health Month
- Mental Illness Awareness Week
- Walks
- Forums

# Meetings

### Ask about other ways to work together

- Public affairs interview programs
- Special mental health series
- Story ideas—offer people to interview
- Sponsorship of events

Make it a dialogue...how can you help them?

# Sample Letter

#### Dear Station Manager:

I would like to request a meeting with you on behalf of the local community organizations below to discuss the Campaign for Mental Health Recovery's public service announcements that have been developed by the U.S. Department of Health and Human Services and the Ad Council.

One in four Americans are affected by mental disorders at some point in their lives. The Campaign PSAs are targeted particularly to high school and college-age youth—who can make a difference by reaching out to friends to get help when they need it. Suicide, the third largest cause of death for young people ages 18-24, usually involves mental illness.

The PSA campaign would be especially timely because May is Mental Health Month, which include a walk on May XX and an educational forum on May YY sponsored by individual members of our coalition.

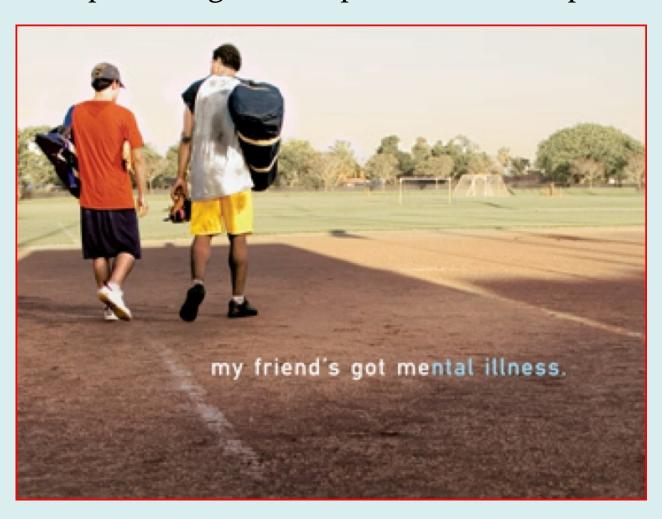
A CD with copies of the PSAs is enclosed. They also are available on <a href="http://psacentral.adcouncil.org">http://psacentral.adcouncil.org</a> under "national mental health anti-stigma campaign." Thank you for your consideration.

Sincerely,

**Coalition Members:** 

Jane Doe Executive Director NAMI Little County Consumer Council County Department of Mental Health MHA-Little County NAMI—Little County PTA, YMCA

Show and Tell Site Kit—Leave Behinds—Keep Them Short, Simple Specific Agenda—Specific Follow-Ups



# **Contact Information**

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# Technical Assistance

 For more information, assistance in ordering Campaign materials, technical assistance, or to become involved with the Campaign for Mental Health Recovery, contact the Campaign liaisons:

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